

PREVENTIVE DRUG EDUCATION AND ADVOCACY HIGHLIGHTS OF 2022

Preventive drug education (PDE) is the first line of defence in Singapore's overall drug control approach. CNB continues to seek out new ways to educate and engage the community on the harms of drugs and to strengthen the resilience of Singaporeans, especially the youths, to stay drug-free.

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4. Social Media Series - #CNBPerspectives Series
5. Social Media Series - #SingaporeansAgainstDrugs
6. Social Media Series - Bite-Sized Information on the Harms of Drugs
7. NCADA Media Campaign 2022 – 2023: *What's Your Fix?*

PREVENTIVE DRUG EDUCATION PROGRAMMES AND INITIATIVES FOR STUDENTS AND YOUTHS

Preventive Drug Education in Schools

DrugFreeSG Video Competition 2022

The DrugFreeSG Video Competition encourages youths interested in video production to creatively produce short videos with anti-drug narratives.

A virtual videography workshop was held in April 2022 to equip participants with filmmaking techniques, and knowledge on the harms of drugs. The workshop attracted a total of 99 participants.

The competition, which closed in October 2022, received 93 entries (38 from the Youth category and 55 from the Young Adults category) from a total of 339 participants. Once the entries were submitted, CNB also invited netizens to vote for their favourite videos on social media.

The winning entries can be accessed on [CNB's YouTube channel](#).



Stills of the winning entries

Anti-drug Ambassador Activity and Anti-Drug Montage Competition 2022

The Anti-drug Ambassador Activity (AAA) and Anti-Drug Montage Competition are annual events targeted at upper primary students. The AAA booklet, filled with interactive and engaging activities to educate young students on the harms of drugs, is distributed to primary schools for the students to take part in the activities and enter the competition. The AAA is also available on the Student Learning Space as a lesson package.

On 29 August 2022, Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development, visited Ai Tong School to observe their facilitation of the AAA in class. The anti-drug ribbon-folding exercise was also held to educate students on the significance of the anti-drug ribbon and to pledge their support for the drug-free cause.

In 2022, approximately 48,800 students from 122 schools took part in the AAA. Winning entries of the Anti-Drug Montage Competition showcasing the students' art and craft work can be accessed on [CNB's website](#).

SPH School Publications: Little Red Dot and IN Magazine

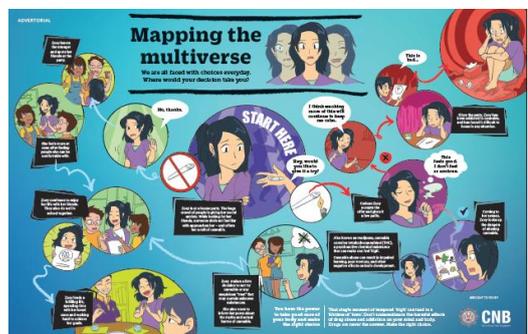
To complement existing PDE offerings in schools, CNB runs regular PDE advertorials and comic strips in the Little Red Dot and IN Magazine, which are Singapore Press Holdings (SPH) school publications distributed to primary and secondary schools respectively. Teachers can use the content as teaching materials to engage students in conversations on the harms of drug abuse, and to emphasise the importance of a drug-free lifestyle.



MOS Faishal's visit to Ai Tong School for the AAA



Winning entries from the Anti-Drug Montage Competition 2022



IN Magazine for secondary school students

ADVERTORIAL

It's a Myth - Match

Debunk these myths about illegal drugs

MYTH

1. Sniffing glue can't hurt you, it's almost safe.
2. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.
3. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.
4. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.
5. It's safe to try drugs to see how they make you feel.

FACT

- A. You do not have to sniff glue to get high. It can be inhaled from a vaporizer. The glue is not safe to use and it can cause serious health problems. It's not safe to use.
- B. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.
- C. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.
- D. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.
- E. Snoring is a common sign of a respiratory infection. Just bring it on, it's not that bad.

INSTRUCTIONS
The cartoon on the left shows a character who is snoring. The cartoon on the right shows a character who is snoring. The cartoon on the left shows a character who is snoring. The cartoon on the right shows a character who is snoring.

JUST SAY NO! There are many sayings surrounding drugs, like how it is not harmful or that they can solve your problems. These are all myths of unknown substances. When in doubt, turn to a trusted adult like your teacher or parent. Remember, always say 'no' to drugs!

CNB

Little Red Dot for primary school students

Interactive PDE Skits

CNB works with schools to stage interactive skits to educate and engage students on the dangers of drug abuse through humour and themes relatable to youths today. Through storytelling, the skits reiterate the harms of drug abuse, and urge students to lead a drug-free lifestyle.

For primary and secondary schools, a Q&A session is also incorporated to strengthen students' understanding of the anti-drug message. For post-secondary schools, the skits include facilitated intervention scenes to let students experience handling scenarios such as peer pressure.

CNB, in collaboration with the National Library Board, has also staged these skits at public libraries on weekends and during the school holidays.

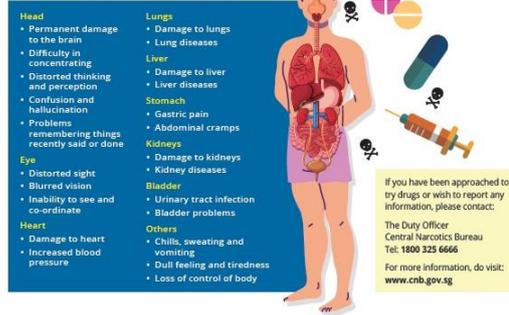


Integrating PDE Messages in the MOE School Syllabus

CNB worked with the Ministry of Education (MOE) to integrate suitable PDE messages in the school syllabus to ensure a strong PDE foundation among youths in Singapore. Anti-drug content has been incorporated into the refreshed Character and Citizenship Education (CCE) curriculum, which was rolled out for Secondary 1 and Secondary 3 students in 2021 and 2022 respectively.

During CCE classes, teachers facilitate discussions with students on contemporary issues, including the topic of drug abuse. Students are taught to recognise impulsive and addictive behaviours that harm one's mental and physical well-being, as well as strategies for self-control and managing negative peer influences. Students are encouraged to make responsible decisions by considering how their actions can affect themselves and others. They are also encouraged to look out for peers in need and refer them to a trusted adult.

HARMFUL EFFECTS OF DRUGS ON HEALTH



The infographic illustrates the harmful effects of drugs on health, centered around a human body diagram. It lists various health issues categorized by body part:

- Head**
 - Permanent damage to the brain
 - Difficulty in concentrating
 - Distorted thinking and perception
 - Confusion and hallucination
 - Problems remembering things recently said or done
- Eye**
 - Distorted sight
 - Blurred vision
 - Inability to see and co-ordinate
- Heart**
 - Damage to heart
 - Increased blood pressure
- Lungs**
 - Damage to lungs
 - Lung diseases
- Liver**
 - Damage to liver
 - Liver diseases
- Stomach**
 - Gastric pain
 - Abdominal cramps
- Kidneys**
 - Damage to kidneys
 - Kidney diseases
- Bladder**
 - Urinary tract infection
 - Bladder problems
- Others**
 - Chills, sweating and vomiting
 - Dull feeling and tiredness
 - Loss of control of body

If you have been approached to try drugs or wish to report any information, please contact:
The Duty Officer
Central Narcotics Bureau
Tel: 1800 325 6666
For more information, do visit:
www.cnb.gov.sg

Laws on Drug Abuse

Consumption of controlled drugs is an offence in and outside Singapore. Singaporeans and Permanent Residents who are caught consuming illegal substances outside Singapore will be dealt with the same penalty as committing the offence in Singapore. Under the Misuse of Drugs Act (MDA), drug offenders are liable to a mandatory minimum imprisonment term of one year upon conviction and up to ten years of punishment and \$20,000 fine. Those who consume drugs and admit to using drugs will be committed to the Drug Rehabilitation Centre for treatment and rehabilitation. Abusers charged for drug consumption and arrested for the third and subsequent times will face long-term imprisonment and caning. The penalty for drug trafficking includes jail term of up to 30 years (with caning) and death sentence for trafficking certain types of drugs beyond certain quantities. A person convicted of trafficking more than a specified amount of opium, morphine, heroin, cannabis, cocaine and methamphetamine may receive the death penalty. Arranging or planning gatherings where controlled drugs are to be consumed or trafficked is illegal. The organiser will be liable for aggravated punishment if the gatherings involve young or vulnerable persons (a young person refers to a person who is below 21 years old).

Harmful Effects of Cannabis (also known as marijuana or weed)

Cannabis is a natural product from the plant *Cannabis sativa*, also known as the hemp plant. The number of youths arrested for abusing cannabis has increased since 2011. Young cannabis abusers perceive cannabis as a 'soft' drug and think that cannabis is less harmful and addictive than tobacco. Such views are influenced by social media and an increasing number of states in USA legalising cannabis for 'medical' and recreational use. Cannabis is more harmful than tobacco as it contains more tar and cancer-causing agents. Cannabis abuse is known to lead to abuse of other drugs such as heroin and methamphetamine. Use of cannabis has been linked to impairments in brain development, cognitive decline, lower psychomotor skills and development of psychiatric conditions.

Preventive Drug Education Resources for Persons-of-Influence

Publications with Singapore Press Holdings

CNB collaborated with SPH to produce a series of editorials in The Straits Times' 'Smart Parenting' column, featuring an ex-drug abuser and a CNB volunteer advocate, to highlight the role of parenting in drug prevention among children and youths. In another advertorial, readers learnt how cannabis may be disguised as food products as part of deceptive marketing tactics.

These articles can be found on the [microsite Make The Right Choice](#), which serves as a multi-faceted resource repository of digital content, including an interactive quiz, a gamified storyline and videos, to educate the public on the negative consequences of drugs.

THE STRAITS TIMES

BRANDED CONTENT

She missed out on her kids' growing up years to drugs

Arrested and put into rehab, this mother of three had her turning point and now mentors others to turn their lives around



Ms Sjanila, 35, shares her experience with other former drug abusers through her role as a Peer Leader at the Singapore Anti-Narcotics Association (SANA), in the hopes of motivating and encouraging them to turn their lives around. PHOTO: MS SIAMIA

BRANDED CONTENT

Picture books, quizzes and skits: How she is helping parents talk to their children about drugs

Conversations should start early, says A3 Network volunteer, who believes open communication is key in drug prevention education



As a volunteer with the Anti-Drug Abuse Advocacy Network, Ms Tan See Wai wants to offer her time to raise awareness of the consequences of drug abuse and deter the younger generation from venturing into drugs. PHOTO: MS TAN SEE WAI

BRANDED CONTENT

From ice cream to sparkling water and dog chews: How cannabis goes 'under cover'

As other countries loosen their drug laws, young Singaporeans need to be even more discerning about marketing tactics of harmful substances



Controlled substances such as cannabis have been finding their way into everyday products such as ice cream and sparkling waters. PHOTO: MS SIAMIA

Articles featured on *The Straits Times*' 'Smart Parenting' column

Launch of Interactive Book: ‘Be Careful, Max!’

The interactive children’s book, ‘*Be Careful, Max!*’, was launched on 26 January 2022 by Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development, and Ms Tan Lee Jee, Assistant Chief Executive Officer of PCF Sparkletots.

Targeted at pre-schoolers, ‘*Be Careful, Max!*’ serves as a useful resource for parents and educators to engage children on rejecting offers of unknown substances from strangers and encouraging them to seek help from trusted adults. Copies have been distributed to selected preschool operators and community libraries. The digital version of ‘*Be Careful, Max!*’ can be found on [CNB’s website](#).



MOS Faishal and Ms Tan co-launching ‘Be Careful, Max!’



Students from PCF Sparkletots participating in the storytelling session of ‘Be Careful, Max!’

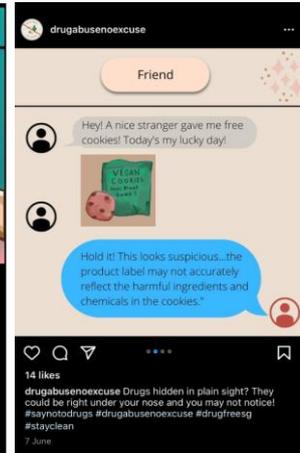
Collaboration with Youths

Anti-Drug Social Media Campaigns by Singapore Polytechnic

CNB partnered students from Singapore Polytechnic (SP) to roll out two anti-drug social media campaigns between April and June 2022. The first campaign, *The Adventures of Piller Parker*, centred around a fictional superhero, Piller Parker, who advocates for a drug-free lifestyle through a series of comic strips and quick facts.

The second campaign, *Drug Abuse, No Excuse*, sought to dispel common misconceptions of drugs through explainer videos on Instagram reels and TikTok videos to appeal to the younger audience.

The campaigns also raised awareness of misinformation and misleading marketing tactics used by pro-cannabis organisations to drive profits and lead unsuspecting people to fall prey to drugs.



Augmented Reality Escape Room by Singapore Polytechnic

Final year students from SP's Media, Arts and Design School conceptualised and developed an Augmented Reality (AR) Escape Room to raise awareness of the dangers of drugs among their peers. The game's plot revolved around a young person who had abused drugs for the first time, and how a moment of folly had resulted in disastrous consequences. With the use of AR technology, participants were able to learn about the negative effects of drug abuse in a more immersive way.

The AR Escape Room was launched at SP's *The Best Me, Is Drug-Free* event, which was also organised by another group of SP students as part of CNB's annual Anti-Drug Abuse Campaign.



Module Collaboration with Republic Polytechnic

CNB collaborated with Republic Polytechnic (RP) on a lecture about drug abuse as part of the Youth Health module taken by Year 2 students pursuing the Diploma in Health Management & Promotion. CNB officers delivered PDE talks for the students to learn about drug issues and challenges in Singapore. Students participated in a writing competition to analyse the impact of drug abuse on the individual, family, and society, and how youths can play a greater role in advocating for a drug-free lifestyle in the larger community.



Anti-Drug Article Competition 2022:
For a Drug-Free Singapore

Article Topic: Drug Abuse and Society in Singapore*
*between 1,000 to 1,500 words

Drug Abuse and Society in Singapore

Peer pressure, stress, boredom, and curiosity are some of the common reasons cited for the abuse of drugs. Substance abuse in any form, harms a person's life tremendously. It exacts a high cost not just on abusers themselves, but also their families and loved ones, as well as the society as a whole.

In 2021, 60% of the new drug abusers arrested in Singapore were under 30 years old. The growing number of young drug abusers is worrying because they could form the next generation of drug addicts. This is a worrying trend as the growing volume of misinformation that downplays the harmful effects of drugs may mislead youths into believing that drugs are not that dangerous.

Write an article on the dangers of drug abuse, how it would impact the individual, family and society in Singapore, and how youths can play a greater role to advocate a drug-free lifestyle in safeguarding a society where everyone can work, live and play safely.

Drug Awareness Activities Organised by Temasek Polytechnic National Youth Achievement Award Interest Group

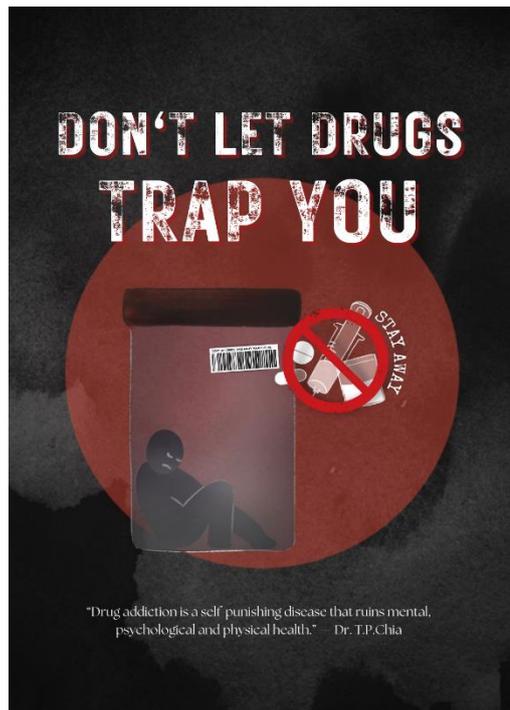
In October 2022, the Temasek Polytechnic (TP) National Youth Achievement Award Interest Group organised a virtual PDE talk and a two-day drug awareness event for TP students to strengthen their knowledge on the harms of drug abuse. Participants took part in various activities during the event, including quizzes, a game that illustrates how drugs can impact one's ability to perform day-to-day activities, as well as an anti-drug ribbon pledging activity.



A two-day drug awareness event for TP students to strengthen their knowledge on the harms of drug abuse

Hwa Chong International School Anti-Drug Abuse Committee

To rally support for the anti-drug cause, students from Hwa Chong International School (HCIS) formed an anti-drug abuse committee and organised initiatives for their peers. With support from CNB, the committee organised an Anti-Drug Advocate (ADA) training session for 35 students. The session received very strong positive feedback, which prompted the committee to schedule additional PDE talks for the entire school. The students also ran poster and video contests, themed 'Drugs & the Youth', to encourage their peers to help spread the anti-drug message in creative ways. The committee also produced a video interview with an anti-drug youth advocate, in which they discussed the importance of staying drug-free. The video interview was screened to HCIS students at the school assembly.



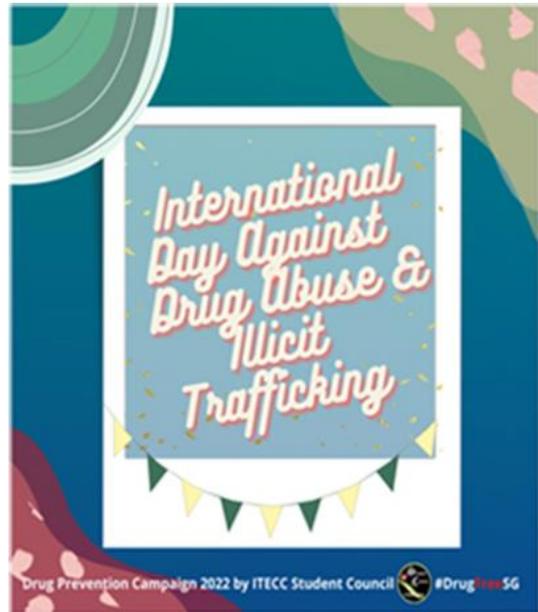
PREVENTIVE DRUG EDUCATION PROGRAMMES AND INITIATIVES FOR THE GENERAL PUBLIC

Building Advocacy

ITE College Central Drug Prevention Campaign

A group of ADAs and student leaders from ITE College Central organised a Drug Prevention Campaign from June to August 2022 to spread the anti-drug message to their peers. The campaign tapped on the power of peer advocacy to increase students' awareness on the negative consequences of drug abuse and to promote a drug-free lifestyle.

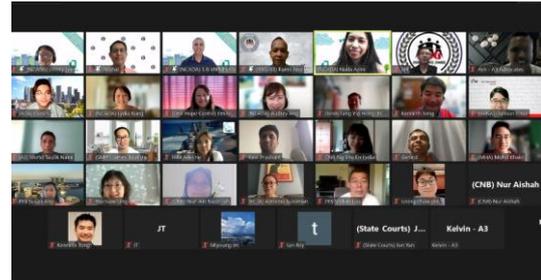
Student leaders also organised a one-day workshop, which was attended by more than 170 students, to share about the harmful effects of drugs. An anti-drug rap competition was also held as part of the campaign, and prizes were awarded to the top five student teams with the best rap lyrics on the topic of drug prevention.



A3 Advocacy Series

The Anti Drug Abuse Advocacy (A3) Advocacy Series is a series of engagement sessions targeted at developing the advocacy skills and capabilities of A3 Network advocates, as well as community partners. The sessions are supported and facilitated by the National Council Against Drug Abuse (NCADA) Council Members.

Four sessions were held in 2022, namely 'Community Approaches to Drug Prevention', 'Drug Impacts on the Mind, Body, and Behaviours', 'Social Action to Drugs and Substance Abuse', and 'Communication in Advocacy'. Over 100 advocates and partners attended the sessions.



Public Events

Anti-Drug Abuse Campaign

The Anti-Drug Abuse Campaign (ADAC) is an annual campaign organised by CNB to commemorate the International Day Against Drug Abuse and Illicit Trafficking (also known as the 'World Drug Day'), which falls on 26 June annually. The theme for ADAC 2022 was 'Community Resilience' to showcase the joint efforts between CNB and the community in promoting the anti-drug cause.

DrugFreeSG Light-Up

The DrugFreeSG Light-Up was held on 26 June 2022. 35 community partners, including eight new partners who participated for the first time, illuminated their buildings and structures in green or white – colours of the anti-drug ribbon – to signify their solidarity and support for the anti-drug cause.

A livestream event from a private capsule of the Singapore flyer was also livestreamed on CNB's Facebook, showcasing an aerial view of Singapore's skyline lighted up in green and white. The guest-of-honour for the event, Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development, hosted the livestream alongside four anti-drug youth advocates.

DrugFreeSG Pop-Ups

A DrugFreeSG Pop-Up was held from 19 June to 3 July 2022 at Yishun Public Library, where children and youths could learn about the harmful effects of drugs. Visitors participated in a series of activities ranging from arts and crafts to quizzes.

Another DrugFreeSG Pop-Up was held from 26 June to 3 July 2022 at Suntec City. The Pop-Up comprised a series of experiential activities, including two immersive rooms that simulated the negative effects of drug abuse through multi-sensory experiences, and educational content on the dangers of drug abuse. Each visitor could also pledge for a drug-free Singapore by folding and dropping an anti-drug



Buildings and structures lit up in green and white for the DrugFreeSG Light-Up 2022



DrugFreeSG Pop-Up at Yishun Library

ribbon into an interactive pledging mechanism. The Pop-Up attracted more than 8,500 participants.

Anti-Drug Ribbon Folding Activity in Schools

In conjunction with ADAC, CNB conducted the anti-drug ribbon folding exercise at MOE schools for students to pledge their support for the anti-drug cause. The activity package included a short video featuring Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development, and a youth advocate speaking on the significance of the World Drug Day, a message by Mr Hawazi Daipi, the Chairman of NCADA and a demonstration of the ribbon folding.



DrugFreeSG Pop-Up at Suntec City



Anti-drug ribbon folding activity in schools

Fringe Activities

CNB collaborated with our partners from the United Against Drugs Coalition (UADC) and community partners on eight events targeted at youths, families and the general public, to amplify the reach of our anti-drug messages and inspire anti-drug awareness. The eight collaborations were:

Youths

- (i) 'Getting the Kicks from Football and Teamwork' by SINDA Football Club and CNB's Bothaiporulai Ethirthu Nirpom (BEN) Campaign
- (ii) Collaboration with SP on the anti-drug campaign, 'The Best Me, Is Drug-Free'

Families

- (iii) Collaboration with Community Libraries to display PDE publications
- (iv) Collaboration with Science Centre Singapore to distribute anti-drug tokens
- (v) Collaboration with HomeTeamNS Clubhouses to display anti-drug ribbons

Community

- (vi) Collaboration with Lazada for a virtual 'light-up' on its e-commerce platform
- (vii) DrugFreeSG Pop-Up event at Taman Jurong Community Emergency and Engagement (C2E)
- (viii) Community Walk by Teck Ghee Community Sports Network and RP

More details about the collaborations can be found on [ADAC 2022's webpage](#).



'Getting the Kicks from Football and Teamwork'



'The Best Me, Is Drug-Free' Event at Singapore Polytechnic



DrugFreeSG Pop-Up at Taman Jurong CC

**Community Outreach and Engagement:
Community, Safety and Security
Programme**

Community roadshows are key touchpoints for CNB to engage the wider public, where members of public can interact with CNB officers on the ground, as part of the Community, Safety and Security Programme (CSSP).

An information panel on the dangers of drug abuse and mock drugs are displayed at these roadshows for the public to learn about the harmful effects of drug abuse and pick up drug prevention tips. The roadshows also feature an AR activity, where the public can learn about the harms of drug abuse in an interactive and engaging manner.



CNB's booth at Delta League June 2022 Edition Grand Finals



CSSP officers engaging members of public at the Nee Soon Central National Day Carnival



CNB's booth at the youth engagement event at Kassim Mosque in September

Dadah Itu Haram Campaign

Launched in April 2017, the Dadah Itu Haram (DIH) campaign is a ground-up, community-nuanced initiative which supports anti-drug efforts within the Malay-Muslim community.

Outreach at Key Community Touchpoints

CNB collaborates with mosques and barbershops, which are key community touchpoints, to amplify the DIH message.

In 2022, nine outreach events, led by Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development, were conducted at mosques to engage congregants after Friday prayers. Informative panels were displayed at the mosques to educate congregants on the harms of drug abuse, and collaterals bearing the DIH campaign's messages were distributed to congregants.

To show support for the DIH campaign and to raise awareness among the Malay-Muslim community, all 71 mosques across Singapore displayed standees and banners bearing anti-drug messages in their premises to raise anti-drug awareness among the community.

MOS Faishal also visited 19 barbershops in 2022 to engage the barbers and their customers on the DIH campaign's messages, and to rally the barbers' support to amplify the anti-drug message.



DIH outreach at Al-Iman Mosque



Standees bearing the DIH campaign messages unveiled by MOS Faishal and Chief Manager of North Mosque Cluster, Mr Yacob Ahmad



DIH outreach to barbershops

Collaboration with Singapore Sepaktakraw Federation

CNB collaborated with the Singapore Sepaktakraw Federation (PERSES) to reach out to youths and promote a healthy, drug-free lifestyle through sports. A launch event was held on 5 February 2022 at the PERSES headquarters, where Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development, presented team jerseys bearing the slogan ‘Sepaktakraw Bebas Dadah’ (Drug-Free Sepaktakraw) to 27 team managers. CNB also conducted PDE talks to the youth trainees from the SportCares programme.

In September 2022, CNB partnered with PERSES to organise a sepaktakraw competition. Targeted at youths below 18 years old, the tournament was held over two days and saw participation from more than 130 youths.



Amplifying the DIH Campaign Message through Cycling

On 19 March 2022, CNB partnered with Hang Jebat Mosque and local cycling group Ride of Hope Singapore to organise a cycling event with the aim of encouraging youths towards a drug-free lifestyle through participation in sports. Targeted at youths aged between 12 and 17 years old, the event included sharing sessions conducted by a counsellor from the Singapore Anti-Narcotics Association (SANA) and an Asatizah on the dangers and harms of drug abuse. Participants were flagged off from Hang Jebat Mosque and cycled for a total of 15km.

In support of DIH, Al-Iman Mosque, supported by a grant from the DrugFreeSG Fund, which is administered by NCADA on behalf of MHA, organised the second Youth Cycling Event on 27 November 2022.



DIH Mosque Youth Engagement

In 2022, CNB organised three youth engagement events in collaboration with An-Nur Mosque, Kassim Mosque and Al-Falah Mosque.

Besides sharing by CNB officers on the dangers of drug abuse, religious officers from the mosques also spoke on the importance of staying away from drugs. Peer counsellors from SANA were also invited to share the consequences of drug abuse and the importance of making the right choice. The sessions were also broadcasted live on Facebook.



Annual Engagement and Break Fast Session with Muhammadiyah Welfare Home

CNB's collaboration with Muhammadiyah Welfare Home (MWH) residents started in 2017 with a pre-dawn meal session conducted at MWH's premises during the Ramadan celebrations. The intent of this annual session is not only to observe the Ramadan tradition of breaking fast together, but also to provide motivational support to the youth residents and to highlight the importance of abstaining from intoxicants and drugs.

The break fast session was hosted by Associate Professor Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs & Ministry of National Development. Leading up to the event, the youth residents wrote letters about their experiences during their stay at MWH. The letters were read out to their family members during the event, to reinforce the message that encouragement and support from the family and community can help one lead drug-free lives.



Break fast session with residents at MWH

'Date Your Loved Ones Today!' – Spreading the Anti-Drug Message with Dates

'Date Your Loved Ones Today!' (DYLOT!) is an anchor event of CNB's Ramadan outreach under the DIH campaign. The initiative serves to remind families to spend time with their loved ones, strengthen family relationships and lead healthy drug-free lifestyles, through the distribution of dates.

In collaboration with Muhammadiyah Association and Kampong Glam Café, and with the support of DIH volunteers, packets of dates bearing the DIH Campaign's message were handed out to members of the public in the Wisma Geylang Serai and Kampong Glam districts on 10 April 2022.



Outreach Programme with Residents of Jamiyah and Pertapis Halfway Houses

The *Inspirasi* (Inspiration) Series Outreach was initiated in July 2019, in collaboration with Pertapis and Jamiyah Halfway Houses, with the aim of directly engaging and inspiring vulnerable members of the Malay-Muslim community, while spreading anti-drug messages. The programme focuses on supporting ex-offenders in their recovery and journey to a better life through the sharing of advice and tips on how to lead drug-free lifestyles.

During *Inspirasi* 2022, residents from the halfway houses had the opportunity to showcase their talents by entertaining the audience with Hari Raya songs. Ex-residents from the halfway houses were also invited to share their success stories in turning their lives around.



Raising Awareness of the DIH Campaign on Facebook Live

On 8 July 2022, CNB participated in a Facebook live talk show hosted by Alkhatib Basharahil Islamic Singapore (ABI Singapore) to raise awareness of CNB’s outreach to the Malay-Muslim community. The talk show was conducted in the form of an informal “coffee-shop talk”, where members of the audience were given the opportunity to interact with the guest speaker and host via the chat function.



Bothaiporulai Ethirthu Nirpom Campaign

In 2019, adopting the same approach used for the DIH campaign, CNB expanded our outreach to the Indian community under the 'Bothaiporulai Ethirthu Nirpom' (BEN) campaign, which translates to 'We Stand United Against Drugs'.

Raising Youth's Awareness on Drug Prevention through Sports - A Collaboration with SINDA Football Club

'Getting the Kicks from Football and Teamwork' is a football mentorship programme led by SINDA Football Club in collaboration with CNB. Targeted at Indian youths, the mentorship programme aims to promote youth development and strengthen resilience through sports.

The two sessions - held on 19 February and 25 June 2022 - attracted 130 youth participants. Collaterals and jerseys bearing anti-drug messages were handed out to the participants to remind them to stay away from drugs. Participants also attended PDE talks conducted by CNB officers and youth leaders, which highlighted the harms of drug abuse and the importance of leading a drug-free lifestyle.



Supporting SINDA's Project Give

On 17 September 2022, CNB set up an information booth at the Indian Heritage Centre, as part of SINDA's Project Give initiative, to reach out to the community with drug prevention messages. The event attracted hundreds of members of public, who were able to learn about the harmful effects of drug abuse, and pick up useful tips on drug prevention from the panel exhibits. The AR exhibition also provided an interactive and engaging learning experience for members of public to learn more about the harms of drug abuse.



Media Campaigns

Crimewatch

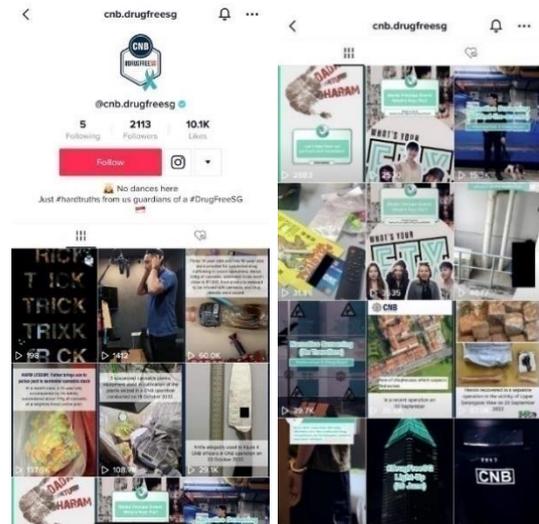
A CNB anti-drug operation from September 2018 was featured on Crimewatch in November and December 2022. The re-enactment depicted how CNB officers tracked down the drug traffickers and recovered the drugs, despite the suspects attempting to dispose of their drugs via the rubbish chute. The case highlighted the lengths that drug offenders would go to evade arrest, and the resilience of CNB officers to bring these offenders to justice.



CNB TikTok Launch

CNB launched its TikTok account on 9 September 2022 to reach an even wider audience and to engage them on the anti-drug message. CNB's TikTok account focuses on putting out content aligned with CNB's mission to Enforce, Educate and Engage, such as videos that explain CNB's work and behind-the-scenes shots.

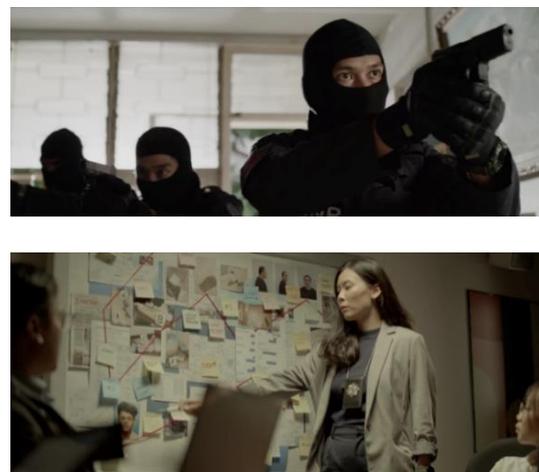
CNB also shared videos featuring drug enforcement efforts at the checkpoints, operations against illicit drug transactions conducted over chat applications, significant drug seizures and noteworthy cases.



#CNB247 Corporate Video Series

CNB produced five corporate videos under the #CNB247 series. These five videos provided the audience with more insight into the multi-faceted work and roles of CNB officers. The series comprising one trailer video and four episodes highlighted the key aspects of CNB's operations: Enforcement, Investigation, Supervision, Preventive Drug Education, Community Engagement, and Policy and Research.

The videos were screened in cinemas from 10 November to 21 December 2022, as well as on social media.





Social Media Series - #CNBPerspectives Series

The #CNBPerspectives social media series taps on evidence-based narratives to explain why Singapore’s approach to drug control is necessary and effective.

In 2022, the series started with a travel advisory reminding those travelling overseas that it is an offence for Singaporeans and Permanent Residents to consume drugs overseas, and persons found to have consumed controlled drugs outside Singapore would be liable for the drug consumption offence as if the offence had been committed in Singapore. The latest of the series included a condensed infographic on the drug trends and statistics from the United Nation Office of Drugs and Crime’s “World Drug Report 2022”.

CNB Drug Free SG
24 August

NPS Market in Asia: 5 Facts from UN Report

New psychoactive substances (NPS) can contain newly synthesised chemicals designed to mimic the psychoactive effects of existing controlled drugs, and are the second-most commonly abused drugs in Singapore. Earlier in June, CNB added 13 new psychoactive substances (NPS) to the Misuse of Drug Act (MDA) as Class A controlled drugs. Here are 5 key takeaways about NPS use in Asia:

- 📊 **Statistics on Ketamine:**
 1. Amongst the seizures of synthetic NPS in 2020, the largest quantities were of ketamine.
 2. Most of these ketamine seizures were reported in the East Asian and SouthEast Asian regions: the top 3 countries are Malaysia, Thailand and China (in descending order).
 3. Since 2015, the ketamine market has continued to expand in SouthEast Asia, notably Thailand.
- 📊 **Statistics on other NPS:**
 4. Other NPS are used and likely on the rise in SouthEast Asia: seizures of synthetic cannabinoids in Singapore have sharply increased over the last 5 years.
 5. In 2020, NPS abusers constituted the 2nd largest group (9%) after methamphetamine abusers among new abusers arrested in Singapore. The number of NPS abusers decreased by 7% in 2021.

👉 Click here for the full report:
https://www.unodc.org/_jdat.../world-drug-report-2022.html

#CNBPerspectives #WDR2022

Social Media Series - #SingaporeansAgainstDrugs

#SingaporeansAgainstDrugs is an ongoing social media campaign that features ordinary Singaporeans and anti-drug advocates who have stepped forward to voice their support for a drug-free Singapore. The campaign aims to encourage youths and members of the public to lead healthy and drug-free lifestyles.

#SGAD

Meet our Singaporeans against Drugs!

Students from SP who created drug-free comic @ Pillar Parker!

Each of us can play a part to keep ourselves and friends away from the harms of drugs

👉 We are excited that we were given the opportunity to work with CNB on our "Singaporeans Against Drugs" campaign. We are proud to have been part of this important campaign. Our campaign features a "Singaporeans Against Drugs" comic, "The Pillar Parker" (created by Singapore Pillar Parker A.S. Subramanyam, with illustrations by Singaporeans Against Drugs) and a video about preventing the use of drugs.

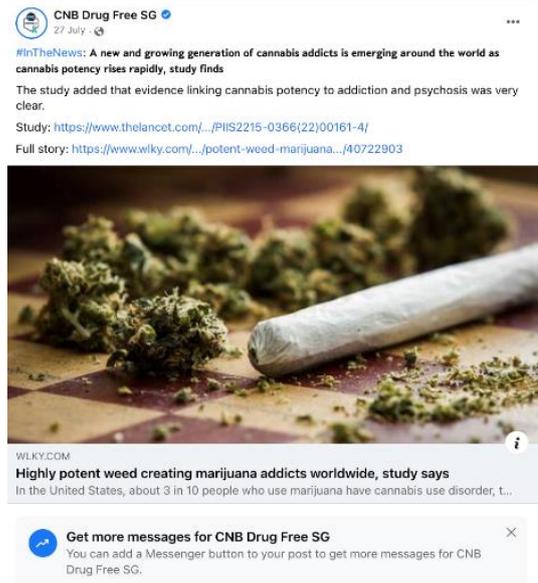
👉 The campaign aims to provide a platform for us to leverage the skills that we've learnt in school, such as our skills and apply them to real life situations and prevent our community from being affected by drugs.

👉 CNB also made us more aware about drug issues in our society and the negative impact of drugs. Each of us can play a part to help ourselves and our friends stay drug-free. We are grateful to have this opportunity to work with CNB on this campaign.

#SingaporeansAgainstDrugs #SGAD #CNB #DrugFreeSG

Social Media Series - Bite-Sized Information on the Harms of Drugs

As part of PDE efforts, CNB continued to cover content on the harms of drugs and the consequences of drug legalisation on social media, by sharing relevant news coverage of drug-related incidents and operations around the world.



NCADA Media Campaign 2022 – 2023: What’s Your Fix?

NCADA launched its 2022 – 2023 media campaign, *What’s Your Fix?*, in September 2022. The campaign aims to spark meaningful conversations on the lived realities of drug abusers, and raise awareness on how members of society, especially youths, can be advocates for the anti-drug vision as well as support those who may be vulnerable to the influence of drugs. Through a series of engagement efforts and advocacy initiatives, the campaign hopes to inspire a shared understanding in the community around the vision and purpose of a drug-free society.

The first phase of the *What’s Your Fix?* campaign was ‘Finding Juliana’ – a TikTok-exclusive series which culminated with a virtual live event on TikTok on 15 October 2022.



Campaign media preview

New anti-drug TikTok series based on real-life drug abusers targets young people



The TikTok series Finding Juliana explores the complexities of drug abuse and addiction through a personal lens. (Photo courtesy)